

(3 Hours)

[Total Marks : 80]

- Note: i) Question no. 1 is compulsory
ii) Attempt any three from remaining
iii) Assume necessary data

1. (a) Discuss different principles of usability engineering 10
(b) A Municipal corporation wants to create a portal for their tax payers. Considering various tax payers create user centric design of the portal which must be usable. 10
2. (a) Explain different paradigms of interaction with example 10
(b) Describe WIMP and how it helps in designing GUI 10
3. (a) What is agent based interface? Give example of an application where agent based interface is useful. 10
(b) How Ubiquitous computing help in designing user systems? Explain with example from medical domain 10
4. (a) What are the core components of the conceptual model 10
(b) Explain Metaphor. Give examples of different metaphors which can be used in interaction design. 10
5. (a) Using interaction design process, design "Automatic Toll collection system". 10
(b) Discuss qualitative and quantitative Analysis 10
6. (a) How important is data gathering? Explain different techniques of it. 10
(b) Design questionnaire to collect data which help in deciding to keep the shop open 24 X 7 10

3 Hours)

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- i. Q. 1. Compulsory.
- ii. Attempt any three from the remaining.
- iii. Assume suitable data.

Q1 Attempt *any four*.

- a) Discuss the use of SLEPT framework. (05)
- b) Comment on how the ethical issues can affect e-marketing. (05)
- c) Discuss the market scenario in which the "Price + Place + People" combination of 7 P's will work better. (05)
- d) Comment on buy-side and sell-side SCM. (05)
- e) Discuss how the combinations of revenue models can help us in generating more revenue in e-commerce. (05)

Q2 Develop a business plan based on the following guidelines to participate in *Green India / Go Green movement* announced by Indian Government. (20)

- i. Identify the business model.
- ii. Develop the strategic plan based on Strategic Objectives, Strategic definition, Marketing plan, SCM and CRM plan
- iii. Implementation should include few screenshots of websites demonstrating: Business model, Revenue model(s) used, CRM and SCM activities, Marketing activities, Strategic objectives like mission, vision and objectives, Security concern, Payment mode.
- iv. One example of use-case scenario.
- v. Site structure diagram (blueprint) showing layout and relationship between pages.
- vi. Organizational structure.
- vii. Hardware and Software requirement.

Q3 a) List the e-payment modes available in e-commerce. Explain any two of them in detail. (10)

b) Justify "e-business strategy model is dynamic and not static" (10)

Q4 a) Discuss any two tools to secure channel of communication in an e-commerce environment. (10)

b) Explain with examples the multi-channel marketplace model. (10)

Q5 a) Discuss the CRM strategy to conversion and extension of the customer worldwide for one e-commerce site based on B-C model. (10)

b) Explain with example the first three components of SOSTAC framework to promote the product. (10)

Q6 Write a short note (Any 2)

- a) Discuss 7s Strategic framework for change management. (10)
- b) Comment on the drives, risks and impact of e-procurement. (10)
- c) Draw a flow process chart showing the main operations performed by users on any of the e-commerce web-site (10)